INDEX for 1968

Subjects

-a-

Auto Safety (See Traffic Safety)

Automobile Insurance--
A Middle Way to a Better Auto Compensation System.....May 31
Can We Live with the Tort Liability System?.....May 28
How the Need for Insurance Availability is Being Met.....May 26
How's Your I.I.Q? (Insurance Information Quotient).....Nov. 22
Insurance and the Automobile (Special Section).....Jan. 17

Auto Theft--
Springboard to a Life of Crime.....Jan. 43
Teenage Auto Theft--Are Parents Guilty?.....Jan. 39

-b-

-c-

Careers--
Insurance and the Disadvantaged (Special Section).....Sept. 17
L.A. Teens are Getting Smart.....Sept. 37

College of Insurance--
Campus in the Sky.....Mar. 41

Consumerism--
Insurance and the Consumer (Special Section).....July 13

Credit Insurance--
Who's Afraid of the Big Bad Debt?.....Sept. 34

Crime--
Are We Becoming a Criminal Society?.....Mar. 2
Crime: New No. 1 Problem.....Nov. 26
Springboard to a Life of Crime.....Jan. 43
Teenage Auto Theft--Are Parents Guilty?.....Jan. 39

-d-

Direct Billing--
Direct Billing--Friend or Foe?.....July 37
Leave the Billing to Us!.....Nov. 8

Driver Training--
Paradise is a Place with Problems.....July 33
What Would You Do?.....Sept. 41
Why Truck Drivers are Safe Drivers.....Jan. 33

XUM

Education--
Bridge to Academe.....Mar. 35
Campus in the Sky.....Mar. 41
Insurance and the Disadvantaged.....Sept. 17
Insurance Manpower from the College Campus.....Mar. 29
L.A. Teens are Getting Smart.....Sept. 37

-f-

Fieldmen--
The Case of the Courteous Caller.....Jan. 45

Flood Insurance--
Now--Insurance against Flood Havoc.....Sept. 9

-g-

Government--
Riots, Reason and Reinsurance.....July 2
Double Space
Group Merchandising--See Mass Merchandising

-h-

Highway Safety (See Traffic Safety)

-i-

Insurance Rating Board--
NAUA + NBCU = IRB.....Jan. 12

Investment Income--
Insurance Prices and Profits.....Mar. 21

-j-

-k-

-L-

Liability (See Court Decisions, under titles)

Little, Inc. Arthur D. Report
Insurance Prices and Profits (Special Section).....Mar. 21

-m-

Marketing, (See Mass Merchandising, Sales Ideas)

Mass Merchandising--
Metamorphosis of the Insurance Agent.....Nov. 2
The Future of Group Merchandising.....Nov. 14
What Price Tomorrow?.....Sept. 14

Mobile Homes--
Market on the Move.....July 9

XUM

-n-

-o-

-p-

Premiums (See Rate-making and Regulation)

Public Opinion--(See also Consumerism)
How's Your I.I.Q? (Insurance Information Quotient).....Nov. 22
Insurance and Public Opinion.....July 24

Public Relations--
How's Your I.I.Q? (Insurance Information Quotient).....Nov. 22
Insurance is My Business.....July 23
Paradise is a Place with Problems.....May 33
What Would You Do?.....Nov. 22

-q-

-r-

Rate-making and Regulation--
Insurance: Scapegoat for Society?..... .....May 2
Insurance Prices and Profits (Special Section).....Mar. 21
NAUA + NBCJ = IRB..... .....Jan. 12
The Case for Open Competition..... .....Sept. 2
The Need for New Concepts in Rate Regulation.....May 24
Why Insurance Companies Do Not Profit from Rising Premium Rates.....May 20

Readership Questionnaire

Reinsurance--
The Wide, Wonderful World of Reinsurance.....May 39

Review of 1967--
A Time of Trial.....Jan. 2

Riot Insurance--
Riots, Reason and Reinsurance.....July 2

-s-

Sales Ideas--
Metamorphosis of the Insurance Agent.....Nov. 2
Mobile Homes--Market on the Move.....July 9
Sketches for a Self-Powered Escalator.....Mar. 16

Special Sections--
Insurance and the Automobile.....Jan. 17
Insurance and the Consumer.....Jan. 13
Insurance and the Disadvantaged.....Sept.17
Insurance Prices and Profits.....Mar. 21
Patterns for Performance.....May 17

XUM

Training (See Education)

Traffic Safety--
The Fatal Shot.....Mar. 9
The High Road to Highway Safety.....May 8
Why Truck Drivers Are Safe Drivers.....Jan. 33

-u-

-v-

-w-

-x-

-y-

-z-

XUM

XUM